



For more information, contact:

Elizabeth Reilly

Marketing Communications Manager

Luna & Larry's Coconut Bliss® - Bliss Unlimited LLC

(541) 345-0020 ext. 300

elizabeth@coconutbliss.com

coconutbliss.com

Luna & Larry's Coconut Bliss®

Luna & Larry's Coconut Bliss® is a coconut milk-based ice cream, available in nineteen varieties: Cappuccino, Cherry Amaretto, Chocolate Hazelnut Fudge, Chocolate Peanut Butter, Chocolate Walnut Brownie, Dark Chocolate, Ginger Cookie Caramel, Mint Galactica, Mocha Maca Crunch, Naked Coconut, Salted Caramel & Chocolate, Summer Berry Swirl and Vanilla Island. Coconut Bliss® also produces novelty bar flavors: Café Latte, Dark Chocolate, Naked Coconut, Strawberry Love, Coconut Almond in Chocolate and Salted Caramel in Chocolate.

Creators Luna Marcus and Larry Kaplowitz met at a permaculture educational center in Oregon's Willamette Valley where they found an inspiring social environment dedicated to sustainable lifestyle practices. After giving up dairy, they found themselves unsatisfied with the ice cream alternatives that were available at the time. The soy and rice-based ice creams left them wanting more, both in texture and integrity of ingredients.

Inspired by the many uses of coconut milk in other cuisines, Luna and Larry decided to try it as a base for ice cream. Working with a simple, hand-crank ice cream maker purchased from a thrift store for \$1.50 they came up with the perfect recipe: organic coconut milk sweetened with organic agave. With their new dairy-free, soy-free and gluten-free ice cream base, they began to experiment with unique flavor combinations.

After months of tasting parties for friends and neighbors, they saw great potential in their product. It was time to expand on the idea and share it with the world. In 2005 Luna & Larry's Coconut Bliss® began selling hand-packed pints to local natural food stores.

Based in Eugene, Oregon, Luna and Larry have transformed their idea into a successful business with products available throughout the U.S., Canada and Germany. Coconut Bliss® can be found in most natural food stores and a growing number of conventional grocers, as well as scoop shops and smoothie bars.



To this day Luna & Larry's Coconut Bliss® is committed to creating the finest coconut milk ice cream products on the planet. Carrying on the tradition of quality and integrity, they source ingredients that are certified organic, Non-GMO Project verified, certified kosher pareve, and Fair Trade certified.

About Bliss Unlimited

Bliss Unlimited, LLC was founded to create a satisfying ice cream without the health and ecological impacts associated with dairy, soy, or gluten. Coconut Bliss® is The Evolution of Ice Cream®. Certified organic and Non-GMO Project verified, Coconut Bliss® is made with cholesterol-free coconut milk that is packed with lauric acid and medium-chain triglycerides (MCTs), and sweetened with naturally low-glycemic agave syrup. The company values ecological and social sustainability, and is committed to using organic and ethically produced ingredients of the highest quality. Privately owned and based in Eugene, Oregon, Coconut Bliss® has been operating since February 2005. For more information visit coconutbliss.com.